

Linda Campagnolo

Ph.D. Candidate (Independent Research)

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Profile

Independent researcher working at the intersection of economics, technology ethics, and affective computing. My work explores the possibility of recognizing emotions as forms of economic and social value, proposing innovative models such as the Sentiment Exchange and Emotional Economics 2.0.

My research originated from a conceptual art project (The Price of Love, 2023) and has evolved into an interdisciplinary theoretical program aimed at redefining the foundations of value in the digital age.

Publications

Campagnolo, L. (2025). *The Sentiment Exchange: Ethical Innovation in the Blockchain-Based Economy of Emotions. Business Ethics and Leadership*, 9(3), 15–26.

- Introduction of the Sentiment Exchange theoretical model
- Definition of the "Economy of Emotions"
- Development of conceptual tools such as the Emotional Equity Index and decentralized ethical governance

Campagnolo, L. (2026). *From The Sentiment Exchange to Emotional Economics 2.0: Towards a Post-Scarcity Social Contract. Journal of Ethics and Emerging Technologies*, 36(1).

- Extension of the model toward Emotional Economics 2.0
- Formulation of the three normative laws (attention, emotional flow, and emotional sovereignty)
- Introduction of an emotional token system and a post-scarcity social contract

Current Research

Sentiment Exchange Research Program

- Theoretical and conceptual development of economic models based on emotions and attention
- Integration of blockchain, AI, and emotional data ethics
- Definition of new value architectures beyond scarcity-based systems

Projects

Founding of the Sentiment Exchange Research Center (in development)

Research center dedicated to the study of emotional economies, with a focus on:

- Ethical governance of emotional data
- Decentralized value models
- Applications in social, civic, and technological contexts

MVP (Minimum Viable Product) Development

- Design of an initial operational prototype of the Sentiment Exchange
- Testing of emotional tokenization mechanisms and impact metrics
- Conceptual and technical validation of the model

Academic Training and Development

PhD by Publication (formalization in progress)

Academic pathway based on previously published scientific work.

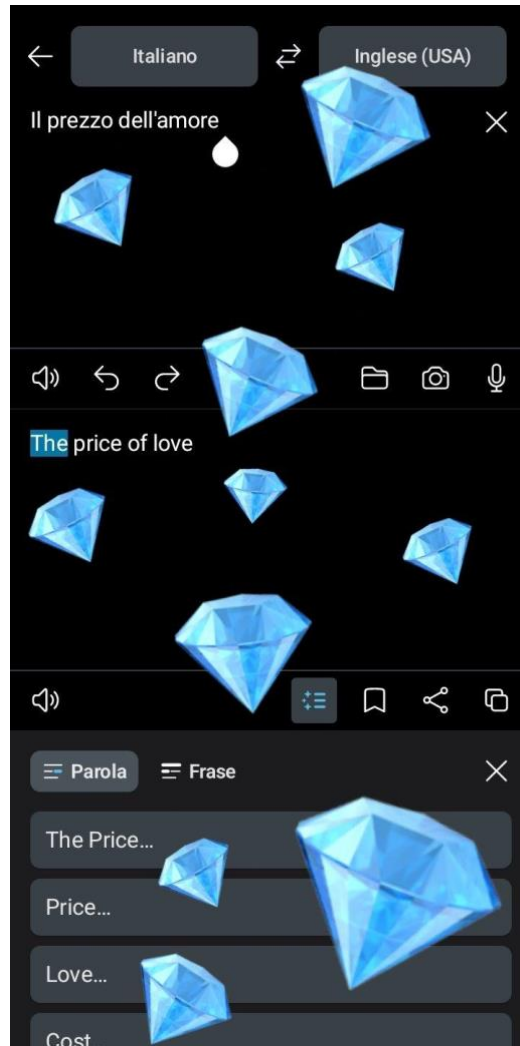
Objective: to consolidate the emotional economics research program within the international academic community.

Foundational Artistic Project

The Price of Love (2023)

Conceptual artwork exploring the possibility of measuring and assigning value to emotions through language, translation, and symbolic value systems.

- Origin point of the entire research journey
- Transformation from artistic intuition into an interdisciplinary theoretical framework
- Early explorations of value, emotion, and language as economic metaphors



The Price of Love (2023) — Linda Canova. Digital conceptual piece using translation interfaces and diamond symbolism to interrogate how emotions acquire economic and linguistic value.

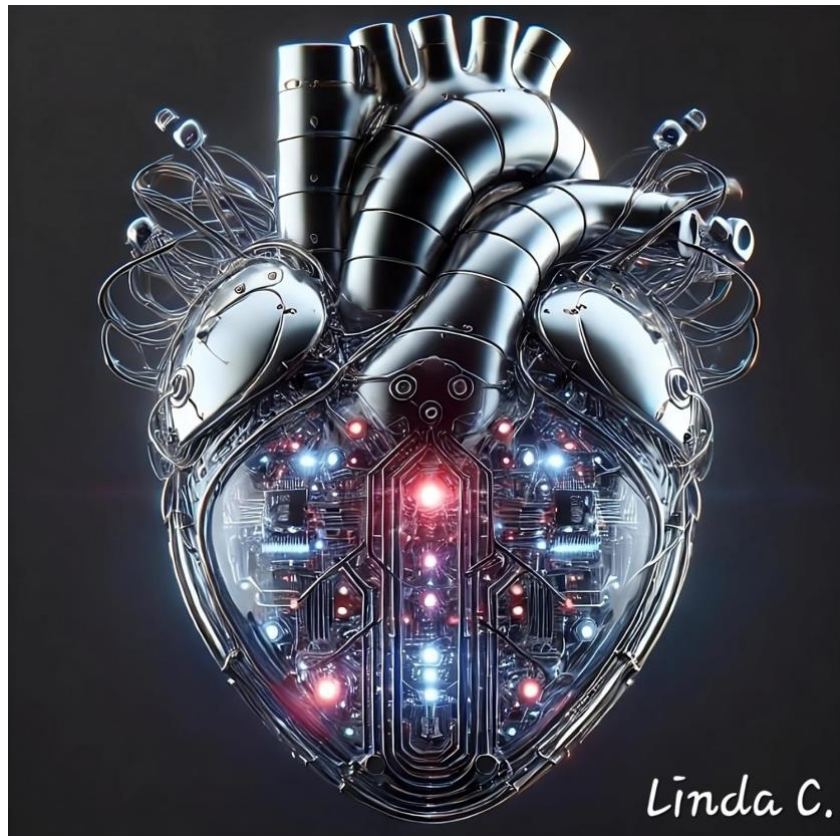
Artistic Research and Current Perspectives (Linda Canova)

Parallel to her academic inquiry, Linda Campagnolo develops an artistic research practice under the pseudonym **Linda Canova**. This dimension materializes the theoretical concepts of emotional value through visual, sculptural, and interactive works, creating a bridge between conceptual art, technology, and economic philosophy.

The artistic path of Linda Canova includes the group exhibition *Partita a quattro nella dark room* (Scatola Nera, Turin, 23 May–23 June 2014, curated by Bruno Di Marino, with Gianluca Capozzi, Ambra Lorenzetti and Antonello Matarazzo), exploring the representation of the body between eroticism and pornography. This early presentation marked the beginning of a trajectory that led to the seminal project *The Price of Love* (2023) and continues today. Core motifs, including the Cybernetic Heart (2025), are now being realized and put into practice in physical form during 2026.

Current artistic perspectives (2025–2026) center on the Cybernetic Heart motif—originally developed in 2025 and now being actively realized in 2026—across diverse models, scales, and materials. These explorations range from high-resolution digital renderings and algorithmically generated variations to physical realizations in polished metal, translucent resin, 3D-printed composites, and interactive assemblages incorporating LED light systems and sensor-responsive elements. Each iteration investigates

different facets of emotional data, technological mediation, and the aesthetics of value in the post-scarcity paradigm.



Cybernetic Heart (2025) — Linda Canova. Core motif developed in 2025 and now being realized and put into practice in 2026 across digital models, sculptural prototypes, metallic and resin realizations, and interactive installations exploring emotional technology and value systems.

Skills and Research Interests

- Behavioral Economics and Post-Scarcity Economics
- AI Ethics
- Blockchain and Decentralized Systems
- Affective Computing
- Philosophy of Value and Economic Theory
- Interdisciplinary Innovation
- Conceptual Art and New Media Practices